

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1. Introduction

The purpose of this research is to evaluate if health warning labels can give influence to smoking behavior and further to purchase intention towards smokers. There are profiles of the respondents and also 3 variables in this research, namely are health warning labels, smoking behavior and purchase intention.

#### 5.2. Conclusions

Based on the data analysis at chapter IV, we can conclude that:

1. All of the respondents must be smokers.
2. According to age profile, most of the respondents are in range of age 20 – 25 years old. The percentage is 77%.
3. Regarding to the cigarettes consumption per day, most of the respondents are not heavy smokers, because 70% out of the total amount of respondents smoke less than 15 pieces cigarettes per day.
4. Regarding to the smoking duration that they have, 74% out of the total amount of the respondents already smoke for more than 2,5 years in this earlier age.

In this research model, there are 3 variables that are connected to each other. First of all, health warning labels which gives impact to the smoking behavior, the second variable. And the third variable is purchase intention, that is effected by the second variable. According to the data analysis, we found that all of the relations are significant.

Health Warning Labels significantly influences smoking behavior for 7,5%. It is not that big to give influences, because it is even less than 50%. Indonesia applied this regulation to add health warning labels on cigarettes packages and it is a must, but it is applied only since 2014. However, smokers still priorate another factors outside the model in determining their smoking behavior. The standardized coefficient beta shows positive value. It means that the more health warning labels give impact towards smoking behavior, the more smokers will have positive smoking behavior. The demand of cigarettes is inelastic, means that smokers cannot stop their smoking behavior right away after seeing the health warning labels on cigarettes packages. If the smokers stop their smoking behavior directly, they will get hurt, because cigarettes make smokers addicted to it. This is the reason why the relationship is positive.

Smoking behavior affects purchase intention for 37,3%. Smoker's smoking behavior can determine what they feel and their continuity to keep smoking or not. The standardized coefficient beta is also positive, means that the more smokers smoke, the higher the intention to purchase

cigarettes. The more smokers are addicted to cigarettes, the more they cannot far from cigarettes.

The third hypothesis shows significant result and also positive beta. Health warning labels give impact significantly towards purchase intention. The positive beta means that the more smokers see health warning labels, the more purchase intention the smokers will have. The reason is the same as the first hypothesis beta. It is because the demand of cigarettes is inelastic. Therefore, the correlation between the variables is positive.

Health warning labels cannot give big percentage to affect smoking behavior of the smoker, while in the other hand, smoking behavior quite effective in influencing purchase intention. Government already participated to add health warning labels on cigarettes packages to avoid the health issues caused by smoking. However, it probably needs time to make people realize the real meaning of health warning labels on cigarettes packages and reduce their smoking activity.

All of cigarettes brand put this images on their packages, therefore all of the packages look similar. There can be another factors that are exclude from this research model but can differentiate customer preference towards certain brand such as the flavour of the cigarettes, the price of the cigarettes, etc.

### 5.3. Research Limitation

The process of making this research needs a lot of time and efforts. By replicating previous study, still there is some differences that existed in this research. Back to the research limitation, it limited the boundaries of the research in order to stay focus to the topic and can give the best result to represent the situation where the research is taken.

This research is done only on health warning packages for any brands of cigarettes. Most all of the health warning on cigarettes packages contain the same meaning or the similar pictures. It is all about the diseases caused by smoking. It is focus only on health warning packages because in this research we want to know about consumer's behavior, whether they are affected or not by the health warning labels.

The time that is available to distribute and analyze the data is quite short, which is 2 months (October and November). Focus in doing data collection and data analysis make this research can be done quickly.

The age range of the respondents is below 20 years old until 25 years old. They are mostly students. However. In this research, there are more respondents with age 20-25 years which is 77% rather than respondents with age below 20 years old (the minimum age is 18 years old in this research) which is 23%. They are mostly undergraduate students. As we know from smoker's reason of smoke, mostly of the respondents know cigarettes from their friends. This range of age usually

become the moment that teenagers or young adults spend their time with friends to hang out.

The more total amount of respondents is needed. Future similar research would need more respondents to better represent the situation in a region or a place, so that we can see further about the result and know better about the situation in a certain place.

#### **5.4. Managerial Implication**

This research found that health warning labels and smoking behavior are significant factors that affect purchase intention. In the previous study, the researcher tries to evaluate consumer perception based on their smoking behavior towards health warning labels on cigarettes packages.

Regarding the different place that is taken to do the research, there is a possibility that the result is different. It can happen because of some factors that is existed in the different place, such as culture, point of view or the environment of the society.

Smoking behavior participated in affecting purchase behavior. The relation is positive and the percentage is quite high, it is probably can give more affect to purchase intention.

The result that come up from this research can be usefull for any cigarettes companies. The companies can take the information to consider their next strategy in selling their product. In this research, the companies

can know more about the situation that happens in a certain place or region.

### **5.5. Suggestions**

There are some suggestions that were made regarding to this research. These suggestions can be usefull for future research that take similar topics.

Another demographic and profiling can be added to the future research, which is the income of every respondents. Every person must have their notes to their finance, this profiling can also be considered as one of the factor affecting purchase intention.

In the future research, it would be better if the researcher can add more respondents to represent the result. With more respondents, the researcher can represent more about the situation that happens in a certain place or region.

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# **APPENDICES**

## KUISIONER

Dalam rangka menyelesaikan studi saya di Fakultas Ekonomi, prodi Manajemen, saya mengharapkan bantuan Anda untuk mengisi kuisisioner dibawah ini dengan sejujur-jujurnya. Terimakasih atas partisipasi Anda.😊

1. Apakah Anda perokok?  
☐ Ya      ☐ Tidak
2. Berapa usia Anda?  
☐ <20th      ☐ 20-25th
3. Berapa batang Anda habiskan dalam sehari  
☐ <15 batang      ☐ 15 batang
4. Apakah Anda sudah lama merokok?  
☐ <2,5th      ☐ >2,5th
5. Merk rokok apa yang paling sering Anda beli?  
Jawaban: .....
6. Darimanakah Anda mengenal rokok?  
Jawaban: .....

Silahkan isi pernyataan dibawah ini dengan menggunakan tanda centang (✓) di kolom yang tersedia.

SS	= Sangat Setuju	TS	= Tidak Setuju
S	= Setuju	STS	= Sangat Tidak Setuju
N	= Netral		

I. Peringatan Kesehatan.

No	Keterangan	SS	S	N	TS	STS
7	Saya mengetahui bahwa terdapat pesan peringatan kesehatan pada bungkus rokok.					
8	Saya selalu membaca pesan peringatan yang ada pada bungkus rokok.					
9	Saya mengerti makna yang terkandung di peringatan kesehatan pada bungkus rokok.					
10	Saya merasa pesan peringatan kesehatan pada bungkus rokok bermanfaat.					
11	Saya merasa pesan peringatan kesehatan pada bungkus rokok menyampaikan peringatan tentang bahaya merokok dengan sangat kuat.					
12	Saya merasa pesan peringatan kesehatan pada bungkus rokok sesuai untuk dicantumkan.					
13	Saya merasa takut dengan adanya peringatan kesehatan pada bungkus rokok.					
14	Saya langsung teringat bahaya merokok saat melihat peringatan kesehatan pada bungkus rokok.					

II. Perilaku Merokok

No	Keterangan	SS	S	N	TS	STS
15	Saya merasa percaya diri dengan merokok.					
16	Saya selalu mengonsumsi rokok setiap hari.					
17	Saya merasa aneh jika tidak merokok.					
18	Saya merasa bisa mengurangi stres dengan merokok.					

19	Saya bisa lebih konsentrasi dalam melakukan kegiatan dengan merokok.					
20	Saya merokok dimana saja.					
21	Saya memperhatikan tempat untuk merokok supaya tidak mengganggu orang lain.					
22	Saya merokok di waktu luang atau saat santai.					
23	Saya senang merokok bersama teman-teman saya.					
24	Saya merasa tenggorokan dan mulut saya kering tanpa rokok.					
25	Saya tetap merokok saat saya sakit.					

### III. Niat Beli Rokok.

No	Keterangan	SS	S	N	TS	STS
26	Saya bersedia membeli rokok.					
27	Merokok adalah prioritas utama saya.					
28	Saya akan tetap terus mengkonsumsi rokok.					
29	Saya merasa merk rokok sangat penting ketika membeli rokok.					
30	Saya merasa rasa rokok sangat penting dalam membeli rokok.					

Thanks!



## VALIDITY & RELIABILITY TEST – HEALTH WARNING LABELS

**Case Processing Summary**

		N	%
Cases	Valid	152	100.0
	Excluded <sup>a</sup>	0	.0
	Total	152	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.796	8

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HWL1	23.82	25.926	.300	.800
HWL2	24.67	25.666	.290	.802
HWL3	24.11	24.505	.500	.776
HWL4	24.57	21.638	.564	.763
HWL5	24.48	21.430	.602	.756
HWL6	24.56	21.824	.573	.762
HWL7	25.31	22.798	.536	.768
HWL8	25.14	20.928	.655	.747

## VALIDITY & RELIABILITY TEST – SMOKING BEHAVIOR

**Case Processing Summary**

		N	%
Cases	Valid	152	100.0
	Excluded <sup>a</sup>	0	.0
	Total	152	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.769	11

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SB1	34.82	32.774	.451	.748
SB2	34.57	32.181	.548	.737
SB3	34.84	30.319	.639	.723
SB4	34.51	32.768	.524	.741
SB5	34.86	32.125	.558	.736
SB6	35.59	33.542	.346	.762
SB7	34.34	38.531	-.012	.798
SB8	34.43	36.697	.176	.777
SB9	34.31	35.248	.331	.762
SB10	35.46	29.005	.669	.716
SB11	36.03	32.893	.389	.756



## VALIDITY & RELIABILITY TEST – PURCHASE INTENTION

**Case Processing Summary**

		N	%
Cases	Valid	152	100.0
	Excluded <sup>a</sup>	0	.0
	Total	152	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.744	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	13.68	9.147	.574	.687
PI2	14.98	7.529	.571	.675
PI3	14.66	8.622	.489	.706
PI4	13.94	8.347	.468	.717
PI5	13.82	8.853	.475	.711

## REGRESSION

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.275 <sup>a</sup>	.075	.069	.59887

a. Predictors: (Constant), HWL

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.385	1	4.385	12.226	.001 <sup>a</sup>
	Residual	53.797	150	.359		
	Total	58.182	151			

a. Predictors: (Constant), HWL

b. Dependent Variable: SB

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.550	.258		9.897	.000
	HWL	.252	.072	.275	3.497	.001

a. Dependent Variable: SB

## REGRESSION

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 <sup>a</sup>	.373	.369	.56149

a. Predictors: (Constant), SB

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.107	1	28.107	89.154	.000 <sup>a</sup>
	Residual	47.290	150	.315		
	Total	75.398	151			

a. Predictors: (Constant), SB

b. Dependent Variable: PI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.167	.257		4.543	.000
	SB	.695	.074	.611	9.442	.000

a. Dependent Variable: PI

## REGRESSION

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.513 <sup>a</sup>	.263	.258	.60858

a. Predictors: (Constant), HWL

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19.842	1	19.842	53.574	.000 <sup>a</sup>
	Residual	55.556	150	.370		
	Total	75.398	151			

a. Predictors: (Constant), HWL

b. Dependent Variable: PI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.672	.262		6.387	.000
	HWL	.536	.073	.513	7.319	.000

a. Dependent Variable: PI

**ONE WAY – ANOVA**  
**CIGARETTES CONSUMPTION PER DAY**

**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SB < 15 Cigarettes / day	107	3.3467	.64301	.06216	3.2235	3.4700	2.00	4.60
> 15 Cigarettes / day	45	3.6422	.51323	.07651	3.4880	3.7964	2.70	4.70
Total	152	3.4342	.62074	.05035	3.3347	3.5337	2.00	4.70
PI < 15 Cigarettes / day	107	3.4056	.69307	.06700	3.2728	3.5384	1.80	4.80
> 15 Cigarettes / day	45	3.9067	.61289	.09136	3.7225	4.0908	2.20	4.80
Total	152	3.5539	.70663	.05732	3.4407	3.6672	1.80	4.80

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
SB	Between Groups	2.766	1	2.766	7.487	.007
	Within Groups	55.416	150	.369		
	Total	58.182	151			
PI	Between Groups	7.953	1	7.953	17.688	.000
	Within Groups	67.445	150	.450		
	Total	75.398	151			

**ONE WAY – ANOVA**  
**SMOKING DURATION**

**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SB < 2,5 years  > 2,5 years  Total	40	3.2875	.64854	.10254	3.0801	3.4949	2.00	4.60
	112	3.4866	.60486	.05715	3.3734	3.5999	2.20	4.70
	152	3.4342	.62074	.05035	3.3347	3.5337	2.00	4.70
PI < 2,5 years  > 2,5 years  Total	40	3.3950	.73378	.11602	3.1603	3.6297	1.80	4.80
	112	3.6107	.69117	.06531	3.4813	3.7401	2.00	4.80
	152	3.5539	.70663	.05732	3.4407	3.6672	1.80	4.80

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
SB	Between Groups	1.168	1	1.168	3.074	.082
	Within Groups	57.014	150	.380		
	Total	58.182	151			
PI	Between Groups	1.371	1	1.371	2.779	.098
	Within Groups	74.026	150	.494		
	Total	75.398	151			

# ONE WAY – ANOVA

## AGE

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SB								
< 20 Years Old	35	3.5457	.61565	.10406	3.3342	3.7572	2.20	4.60
20 - 25 Years Old	117	3.4009	.62097	.05741	3.2871	3.5146	2.00	4.70
Total	152	3.4342	.62074	.05035	3.3347	3.5337	2.00	4.70
PI								
< 20 Years Old	35	3.5257	.59623	.10078	3.3209	3.7305	2.40	4.60
20 - 25 Years Old	117	3.5624	.73856	.06828	3.4272	3.6976	1.80	4.80
Total	152	3.5539	.70663	.05732	3.4407	3.6672	1.80	4.80

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
SB	Between Groups	.565	1	.565	1.472	.227
	Within Groups	57.617	150	.384		
	Total	58.182	151			
PI	Between Groups	.036	1	.036	.072	.789
	Within Groups	75.361	150	.502		
	Total	75.398	151			

## DATA PROFILE

NUMB_RESPONDENTS	SMOKERS	AGE	CIGG_CONSUMPTION	SMOKING_DURATION
1	1	1	2	1
2	1	2	2	2
3	1	2	1	2
4	1	2	1	2
5	1	2	2	2
6	1	2	1	2
7	1	1	1	2
8	1	2	1	1
9	1	2	1	2
10	1	2	2	2
11	1	2	2	2
12	1	1	1	1
13	1	2	1	2
14	1	2	1	1
15	1	2	2	2
16	1	2	2	2
17	1	2	2	2
18	1	2	1	2
19	1	2	1	2
20	1	2	1	2
21	1	2	2	2
22	1	2	1	2
23	1	1	1	2
24	1	2	2	2
25	1	2	1	1
26	1	2	1	2
27	1	2	1	2
28	1	2	2	1
29	1	2	1	2
30	1	2	1	2
31	1	2	1	1
32	1	2	1	1
33	1	2	2	2
34	1	2	2	2
35	1	2	1	2
36	1	2	1	1
37	1	2	1	2
38	1	2	2	2
39	1	2	1	2
40	1	1	2	2
41	1	1	1	1
42	1	1	2	2
43	1	2	1	2
44	1	2	1	2
45	1	2	1	2
46	1	2	2	2



47	1	2	2	2
48	1	2	2	2
49	1	1	1	1
50	1	2	2	2
51	1	2	1	1
52	1	2	1	2
53	1	2	2	2
54	1	2	1	2
55	1	2	2	2
56	1	2	1	1
57	1	2	1	2
58	1	2	1	2
59	1	2	1	1
60	1	2	1	2
61	1	2	1	2
62	1	1	1	1
63	1	1	1	1
64	1	2	1	2
65	1	2	1	1
66	1	2	1	1
67	1	1	1	1
68	1	2	1	1
69	1	1	1	2
70	1	1	1	2
71	1	2	1	2
72	1	2	2	2
73	1	2	1	2
74	1	2	1	2
75	1	2	2	2
76	1	2	1	2
77	1	2	1	2
78	1	2	1	1
79	1	2	1	2
80	1	2	1	2
81	1	2	1	2
82	1	2	1	2
83	1	2	2	2
84	1	2	1	1
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127	1	1	2	2
128	1	1	1	1
129	1	1	1	1
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132	1	1	2	1
133	1	1	1	1
134	1	2	2	2
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137	1	2	1	2
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141	1	1	1	2
142	1	1	1	2
143	1	1	2	2
144	1	2	2	2
145	1	2	1	1
146	1	1	1	2

147	1	2	2	2
148	1	2	2	2
149	1	2	1	2
150	1	2	1	2
151	1	2	2	2
152	1	2	1	2



## DATA PROFILE

NUMB_RESPONDENTS	BRAND	REASON_OF_SMOKE
1	Marlboro	Teman
2	Gudang Garam	Teman
3	Djarum Black	Iklan
4	Any Brand	Teman
5	Mild	Teman
6	GG Signature	Iklan
7	234	Lingkungan
8	Mild	Teman
9	Bintang Buana	Pergaulan
10	Mild	Iklan
11	Gudang Garam	Lingkungan
12	Marlboro	Lingkungan
13	GG Signature	Teman
14	Marlboro	Teman
15	Marlboro Merah	Teman
16	Dunhill	Teman
17	Classmild	Sekolah
18	234 Magnum	Teman
19	Signature	Teman
20	Djarum	Keluarga
21	L.A	Teman
22	Dunhill	Bapak
23	L.A Menthol	Keluarga
24	Djarum	Teman
25	Djarum Super	TV
26	Djarum, Sampoerna	Iklan
27	GG Internasional	Iklan
28	Gudang Garam	Teman
29	Djarum, Malboro	Teman
30	Dunhill	Teman
31	234 Magnum	Minimarket
32	Any Brand	Teman
33	234	Lingkungan
34	234	Keluarga
35	Marlboro	Teman
36	Gudang Garam	Iklan
37	Gudang Garam	Iklan
38	Gudang Garam Filter	Orang Tua
39	Djarum Black	Lingkungan
40	Djarum Black	Coba-coba
41	Sampoerna	Pergaulan
42	Esse Gold	Orang Tua
43	Gudang Garam	Iklan
44	Marlboro	Pergaulan
45	Djarum Black	Pergaulan
46	Marlboro	Minimarket

47	Djarum Super	Pekerjaan
48	Bohem	Teman
49	Djarum Black	Teman
50	Gudang Garam	Teman
51	Afelotion	Teman
52	Dunhill	Teman
53	Dunhill	Teman
54	Sampoerna	Teman
55	Dunhill	Media
56	Marlboro	Iklan
57	Gudang Garam	Teman
58	Gudang Garam	Pergaulan
59	Sampoerna	Teman
60	Marlboro	Teman
61	Marlboro	Teman
62	Sampoerna	Lingkungan
63	Djarum Super	Lingkungan
64	Gudang Garam	Teman
65	Sampoerna	Teman
66	234 Magnum	Teman
67	Sampoerna	Lingkungan
68	Marlboro, Sampoerna	Lingkungan
69	Marlboro	Teman
70	Marlboro	Teman
71	Bintang Buana	Lingkungan
72	Djarum	Teman
73	Marlboro	Sekolah
74	Djarum Black	Teman
75	Gudang Garam Merah	Pergaulan
76	L.A Merah	Paman
77	234	Teman
78	Signature	Teman
79	Gudang Garam	Iklan
80	Mild, Sampoerna	Iklan
81	U-Mild	Teman
82	234 Magnum	Orang Tua
83	Gudang Garam	Teman
84	L.A	Teman
85	Sampoerna	Teman
86	Marlboro	Teman
87	A-Mild	Lingkungan
88	Marlboro	Teman
89	Surya	Diri Sendiri
90	Surya	Teman
91	U-Mild	Teman
92	Sampoerna	Iklan
93	Djarum Black	Teman
94	L.A Ice	Iklan
95	Djarum Black	Teman
96	U-Mild	Teman

97	L.A Ice	Teman
98	Evolution Biru	Teman
99	Marlboro	Teman
100	Classmild	Lingkungan
101	Bintang Buana	Teman
102	Djarum	Teman
103	Dunhill	Teman
104	L.A	Orang Tua
105	Sampoerna	Teman
106	Gudang Garam	Teman
107	Sampoerna	Teman
108	Marlboro Merah, Gudang Garam Filter	Diri Sendiri
109	Sampoerna	Teman
110	234 Magnum	Lingkungan
111	U-Mild	Orang Tua
112	Marlboro	Nenek
113	Marlboro	Keluarga
114	Sampoerna	Teman
115	Marlboro	Iklan
116	Esse Change	Teman
117	Esse Change	Teman
118	Marlboro	Teman
119	Esse Mild Menthol	Kakak Laki-laki
120	Diplomat Mild	Teman
121	Djarum Super	Teman
122	Gudang Garam Filter	Teman
123	Gudang Garam	Teman
124	Gudang Garam Internasional	Coba-coba
125	Pro Mild	Teman
126	Dunhill	Lingkungan
127	Gudang Garam	Iklan
128	Djarum	Teman
129	Marlboro	Teman
130	Sampoerna	Lingkungan
131	Surya	Teman
132	Djarum	Teman
133	Sampoerna	Teman
134	Djarum	Bapak
135	Marlboro	Pergaulan
136	Sampoerna	Teman
137	Sampoerna	Teman
138	Marlboro	Teman
139	Camel	Keluarga
140	Classmild	Teman
141	Marlboro	Teman
142	Marlboro	Teman
143	Mild	Teman
144	Mild	Teman
145	Marlboro	Teman
146	Dunhill	Iklan

147	Sampoerna	Iklan
148	Mild	Teman
149	Sampoerna	Teman
150	Marlboro	Minimarket
151	Gudang Garam	Sekolah
152	Djarum	Lingkungan



## DATA RESPONDENTS – HEALTH WARNING LABELS

NUMB_RESPONDENTS	HWL1	HWL2	HWL3	HWL4	HWL5	HWL6	HWL7	HWL8
1	5	4	3	4	3	4	3	4
2	4	4	4	3	3	2	2	2
3	4	4	4	4	3	3	3	3
4	4	4	4	4	4	4	3	3
5	4	4	4	3	3	3	3	3
6	4	4	4	4	4	4	3	3
7	4	4	4	4	4	4	3	3
8	4	1	5	4	4	2	2	5
9	5	4	4	4	5	2	3	3
10	4	4	4	5	4	3	4	4
11	5	4	4	4	4	5	5	4
12	4	3	4	5	5	4	3	4
13	5	2	4	1	1	4	4	4
14	4	3	4	3	3	2	2	2
15	5	2	4	1	2	2	2	2
16	5	3	3	3	2	3	2	2
17	4	2	4	4	5	4	4	4
18	5	5	5	4	1	5	2	4
19	5	4	4	5	4	5	4	4
20	5	5	5	3	2	2	2	2
21	4	4	5	4	4	4	2	4
22	5	4	5	5	5	4	5	5
23	5	4	4	4	4	4	2	4
24	5	2	4	2	4	4	2	2
25	5	4	5	5	5	5	3	4
26	5	3	5	3	4	5	2	3
27	5	3	4	4	2	1	1	1
28	2	4	4	5	4	2	5	2
29	4	4	4	4	4	4	2	2
30	3	3	3	3	2	2	2	2
31	5	5	5	1	5	5	2	4
32	4	4	4	1	1	4	1	1
33	5	5	4	4	5	5	1	1
34	4	3	3	3	3	2	2	2
35	4	4	4	5	4	4	3	3
36	4	4	4	5	5	4	1	1
37	4	4	4	2	2	2	2	2
38	4	4	5	4	4	4	5	5
39	5	3	3	2	5	4	3	3
40	3	3	3	4	4	4	3	3
41	4	4	4	1	1	4	1	1
42	3	2	3	3	3	3	4	3
43	5	4	5	5	1	2	2	2
44	2	2	2	2	2	1	1	1
45	3	3	3	3	3	1	1	1
46	5	5	5	4	5	4	3	3



47	4	4	2	2	2	2	1	1
48	4	4	2	2	1	1	1	1
49	4	3	3	3	3	2	2	2
50	3	3	3	3	3	1	1	1
51	5	5	5	2	2	5	2	3
52	5	4	5	5	5	4	5	5
53	4	2	4	3	4	3	2	3
54	5	4	4	3	3	3	1	1
55	4	3	4	4	4	2	3	3
56	4	3	4	3	4	3	3	3
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59	5	3	5	1	1	1	3	3
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62	4	3	4	5	3	3	3	4
63	3	4	4	5	5	5	3	4
64	5	3	3	4	4	3	3	2
65	4	4	4	5	4	4	4	4
66	4	4	4	4	4	4	3	4
67	4	4	3	4	4	4	3	4
68	4	4	4	5	4	4	3	4
69	4	4	4	5	5	5	4	4
70	3	4	4	3	4	4	3	3
71	4	2	4	2	3	3	1	1
72	5	4	4	2	2	3	2	2
73	5	5	4	2	2	2	2	4
74	4	2	3	1	2	2	1	1
75	4	4	4	4	4	4	3	4
76	5	2	4	1	2	3	2	3
77	4	3	4	4	4	2	3	3
78	5	2	4	4	4	4	2	2
79	5	4	4	2	4	4	3	3
80	5	3	4	5	5	5	3	3
81	5	4	5	4	4	3	2	4
82	5	4	4	4	4	3	2	4
83	5	4	4	5	5	5	2	5
84	5	4	5	4	4	4	3	4
85	4	4	4	4	4	4	3	3
86	5	5	4	4	4	4	3	4
87	5	4	4	5	4	3	3	4
88	4	2	5	2	5	5	4	5
89	5	2	5	4	5	5	4	1
90	5	5	5	2	4	3	3	4
91	4	2	4	3	3	3	3	3
92	5	4	4	4	2	1	1	1
93	5	3	5	4	1	1	1	1
94	4	4	4	4	5	4	3	5
95	5	4	4	5	4	4	3	5
96	5	4	5	4	4	4	4	4

97	4	4	5	5	4	5	4	4
98	5	4	5	5	4	4	4	4
99	4	2	5	2	5	2	2	2
100	2	3	3	3	4	4	5	3
101	4	2	3	4	1	4	2	2
102	5	4	4	4	3	5	4	5
103	5	4	4	4	4	4	4	4
104	5	4	4	3	5	3	2	3
105	5	4	5	5	4	5	3	3
106	5	3	5	5	5	5	3	3
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110	5	3	5	1	1	5	1	1
111	5	4	5	2	3	5	2	2
112	3	3	3	4	4	3	3	3
113	4	4	4	5	5	4	3	3
114	4	1	1	1	1	2	2	1
115	1	2	1	2	2	2	3	2
116	5	2	4	4	4	4	2	4
117	4	3	5	4	3	3	3	3
118	4	4	4	2	2	3	2	2
119	5	4	3	4	5	5	4	4
120	5	3	4	3	4	2	4	3
121	5	5	5	5	5	5	2	4
122	4	4	4	3	5	4	5	5
123	5	5	5	4	5	4	3	4
124	3	3	4	2	4	4	3	2
125	4	4	4	5	4	3	3	3
126	3	3	3	3	3	2	2	2
127	4	3	4	2	3	4	3	2
128	5	5	5	3	4	3	3	3
129	5	3	4	5	5	5	5	3
130	5	5	4	5	5	5	4	4
131	5	4	3	3	3	2	2	2
132	5	3	5	5	5	5	5	3
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139	4	3	4	4	4	5	4	4
140	3	3	3	2	5	5	2	3
141	4	3	4	3	4	5	4	5
142	4	3	4	3	4	3	4	3
143	5	1	5	4	4	5	3	1
144	5	3	4	5	5	4	3	2
145	5	2	5	5	5	5	3	3
146	4	4	5	4	4	4	3	3

147	5	5	5	5	4	4	4	4
148	4	4	4	4	3	4	3	3
149	4	3	3	3	3	4	3	3
150	4	2	4	4	4	3	2	1
151	5	1	4	5	4	3	5	5
152	4	3	4	2	4	3	1	1



## DATA RESPONDENTS – SMOKING BEHAVIOR

NUMB_RESPONDENTS	SB1	SB2	SB3	SB4	SB5	SB6	SB7	SB8	SB9	SB10	SB11
1	3	5	3	4	4	4	3	4	3	4	4
2	5	5	5	5	5	2	4	4	4	3	3
3	4	4	4	4	4	3	3	4	4	5	5
4	3	3	3	3	3	3	2	2	3	3	3
5	3	4	3	3	3	2	4	3	3	2	1
6	4	4	4	4	4	2	4	4	4	1	1
7	3	3	4	4	4	3	4	4	4	4	3
8	5	5	3	4	4	1	5	4	5	3	2
9	4	3	4	4	4	3	4	4	4	4	3
10	4	4	4	4	4	1	1	4	4	1	1
11	4	5	5	4	4	2	2	5	5	1	1
12	4	4	2	4	4	2	4	2	4	2	4
13	4	5	5	2	4	1	5	5	5	2	2
14	2	4	2	3	2	3	4	5	4	2	1
15	2	5	4	4	3	2	2	4	4	3	3
16	3	4	4	5	4	2	4	4	4	3	3
17	4	5	4	4	2	2	5	4	5	2	2
18	5	2	2	5	2	2	5	2	4	2	2
19	4	5	4	4	4	2	5	4	5	1	2
20	3	4	3	4	2	2	5	5	5	3	2
21	4	5	4	5	4	5	4	4	4	5	4
22	5	4	5	5	5	4	4	4	5	4	5
23	4	2	4	2	2	2	5	5	5	3	4
24	4	5	4	5	5	5	4	5	5	5	4
25	5	4	3	3	3	4	3	3	3	2	1
26	3	4	4	4	4	2	5	4	3	3	3
27	3	4	4	4	4	4	5	5	5	3	2
28	5	4	5	2	4	2	5	3	4	4	4
29	3	4	3	3	3	2	5	3	3	2	2
30	3	3	3	3	3	2	5	4	3	3	2
31	3	3	4	4	4	3	3	4	4	3	2
32	3	3	2	3	3	2	2	3	3	2	2
33	3	4	4	3	3	3	3	4	4	2	2
34	4	4	4	4	4	3	3	4	4	2	2
35	4	3	4	4	4	4	4	3	3	1	1
36	4	4	4	5	2	2	3	3	3	3	1
37	4	4	3	5	3	2	3	3	3	3	1
38	3	5	4	4	4	3	4	4	4	3	1
39	4	5	5	5	5	2	4	4	4	1	1
40	4	5	5	5	4	4	3	3	5	5	2
41	3	3	2	3	3	3	4	3	2	2	2
42	3	4	3	4	3	4	3	5	5	3	3
43	5	5	3	5	3	3	3	5	4	4	4
44	5	5	3	3	3	3	5	5	5	3	1
45	3	4	3	4	4	3	4	4	4	2	3
46	4	4	3	4	3	3	3	4	4	2	2

47	3	4	4	4	4	3	3	3	4	3	3
48	4	4	3	4	4	4	3	4	5	2	1
49	4	3	3	3	3	2	2	3	3	1	1
50	4	4	4	4	4	4	3	4	4	2	1
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52	3	3	3	4	4	3	4	5	3	3	2
53	5	3	5	2	5	4	5	4	3	3	3
54	5	4	5	5	4	3	4	5	4	2	3
55	2	4	4	2	2	2	5	4	5	2	2
56	1	3	1	2	2	1	5	3	3	3	1
57	4	4	3	5	4	3	5	4	4	2	1
58	3	3	2	2	3	3	4	4	4	2	2
59	2	1	1	5	5	2	5	1	5	3	3
60	2	3	3	3	3	1	1	3	4	3	3
61	3	4	4	4	3	1	4	5	5	3	4
62	1	3	2	4	3	3	5	5	5	3	2
63	4	4	3	4	4	4	4	3	4	3	3
64	5	4	4	5	3	3	4	5	5	3	4
65	4	5	4	5	5	3	4	4	5	4	3
66	3	3	1	3	2	1	5	4	3	3	3
67	3	3	4	4	4	3	4	4	4	3	2
68	4	3	3	4	4	4	4	4	4	4	2
69	4	2	1	4	2	3	5	4	5	1	1
70	5	5	5	5	4	3	4	4	3	4	4
71	2	3	4	4	4	1	5	5	5	1	1
72	3	4	4	4	2	4	5	5	5	2	2
73	2	5	4	4	2	5	4	2	4	4	2
74	2	4	4	3	4	2	5	4	4	4	2
75	2	4	4	5	5	3	4	4	4	3	2
76	5	4	4	5	4	5	3	5	5	4	2
77	3	4	3	4	4	3	4	4	4	3	3
78	5	5	5	5	4	4	4	4	5	5	4
79	2	5	5	4	5	5	3	5	5	2	4
80	2	1	2	4	1	2	4	4	5	1	2
81	5	5	4	4	4	2	4	4	4	4	1
82	5	5	5	5	5	2	5	5	5	5	2
83	5	5	5	5	4	2	4	3	4	4	3
84	5	5	4	5	4	2	4	4	5	5	1
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86	5	5	4	4	4	3	4	5	5	5	2
87	4	3	4	4	4	3	3	3	4	3	4
88	3	3	4	5	4	2	5	5	4	3	3
89	3	4	4	4	4	2	5	5	5	2	2
90	4	4	3	3	3	2	5	5	5	3	1
91	3	4	4	4	4	4	3	3	4	4	3
92	2	2	2	4	4	1	5	3	4	2	3
93	2	2	2	2	2	4	5	4	4	1	1
94	4	4	4	5	5	4	3	5	5	5	3
95	4	4	4	5	4	5	5	5	5	5	5
96	5	5	5	5	3	5	5	4	5	5	4

97	4	4	4	4	4	4	5	2	4	4	4
98	5	5	5	5	5	5	4	3	3	5	3
99	5	4	4	4	5	2	5	5	5	4	2
100	3	5	5	5	5	5	4	5	5	5	3
101	4	4	4	2	2	3	3	3	4	2	2
102	5	3	5	5	5	3	5	5	4	5	2
103	5	3	4	4	4	3	4	4	4	4	2
104	5	5	4	4	4	2	4	4	3	4	1
105	5	3	3	2	3	2	5	5	3	2	1
106	2	3	2	4	2	3	5	5	3	2	2
107	4	3	3	4	3	1	5	3	4	1	3
108	2	4	4	3	2	3	4	5	4	2	1
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111	4	5	4	5	4	4	4	4	5	4	3
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113	4	4	4	4	5	4	4	4	4	4	5
114	3	4	4	3	3	1	4	5	5	3	1
115	3	2	2	1	2	3	1	2	2	2	4
116	2	2	2	2	2	2	4	4	5	1	1
117	2	3	3	3	2	5	2	2	2	1	1
118	3	4	4	4	4	2	4	4	4	2	2
119	3	5	5	5	5	4	4	4	4	4	5
120	4	4	3	4	5	1	4	4	2	2	1
121	5	5	4	4	3	2	4	4	4	2	1
122	5	5	5	4	4	2	5	5	5	2	2
123	3	3	1	4	4	4	5	3	4	1	1
124	2	3	4	5	4	3	4	4	1	2	3
125	3	4	4	4	4	3	5	5	4	3	2
126	3	2	2	3	1	2	5	4	3	1	1
127	5	5	5	4	4	4	3	4	4	5	4
128	3	4	2	4	3	3	4	2	4	3	1
129	3	3	3	4	3	3	5	5	3	3	1
130	5	5	5	4	5	5	4	4	5	5	3
131	4	4	5	4	4	4	5	4	4	4	3
132	5	5	5	4	4	3	4	3	4	4	3
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134	3	4	3	3	2	3	2	3	2	2	2
135	5	5	5	5	3	3	5	5	5	5	3
136	4	4	4	3	3	2	4	5	4	2	1
137	3	4	5	5	4	5	2	4	4	5	1
138	2	2	2	4	2	2	5	4	2	2	2
139	3	4	3	3	4	3	5	3	3	2	2
140	4	4	3	3	4	2	5	3	4	3	3
141	5	4	5	5	5	2	5	2	5	5	5
142	5	5	5	5	5	3	4	4	3	4	3
143	3	4	3	5	2	1	3	5	5	4	2
144	3	4	1	5	4	2	5	4	5	2	4
145	2	5	5	5	5	2	2	3	3	3	1
146	5	4	3	3	3	4	4	3	3	3	3

147	3	4	5	4	3	5	4	3	5	5	5
148	3	4	3	3	3	5	5	5	5	5	4
149	3	4	3	3	3	2	2	4	4	3	2
150	2	4	2	2	2	1	5	4	4	1	2
151	5	2	1	4	4	1	5	4	5	2	1
152	2	3	2	1	1	1	5	4	4	1	3



## DATA RESPONDENTS – PURCHASE INTENTION

NUMB_RESPONDENTS	PI1	PI2	PI3	PI4	PI5
1	4	4	4	3	5
2	4	4	4	3	3
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6	4	4	4	4	5
7	4	3	3	4	4
8	5	2	3	5	5
9	4	3	4	4	4
10	5	4	4	5	5
11	5	4	4	5	5
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13	5	2	4	5	5
14	2	1	2	2	2
15	4	2	2	4	5
16	5	4	4	4	5
17	4	2	3	5	5
18	4	2	2	4	4
19	5	1	5	4	4
20	4	2	3	5	5
21	4	5	5	5	4
22	5	5	4	4	4
23	4	2	4	2	2
24	5	5	4	5	5
25	4	4	3	3	2
26	5	3	3	5	4
27	5	4	4	4	4
28	5	4	2	5	4
29	3	1	1	3	3
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32	3	2	3	3	3
33	4	4	4	5	4
34	4	3	4	4	5
35	4	3	3	4	4
36	4	4	4	3	3
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38	5	3	3	5	5
39	4	3	3	4	4
40	4	3	3	4	4
41	3	2	3	3	2
42	4	3	3	3	3
43	5	3	4	2	3
44	3	1	3	1	3
45	3	3	3	2	3
46	5	4	4	5	5



47	4	3	4	4	4
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49	4	3	3	3	3
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74	4	1	3	4	4
75	4	2	3	4	4
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77	4	3	3	4	4
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93	3	1	1	1	5
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96	5	4	5	4	5

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106	3	2	3	2	3
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115	1	3	3	2	1
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143	4	1	1	5	4
144	5	2	3	3	5
145	4	3	3	5	5
146	4	3	3	4	4

147	5	5	5	4	5
148	4	3	4	4	4
149	4	2	3	3	3
150	4	2	3	3	2
151	5	3	2	5	5
152	4	2	4	5	4

